

## ORDER



Orders	Order / Rev:	1571657
	Alt Order #:	
	Product Desc:	Aug 23 Mayoral Election
	Estimate:	
	Flight Dates:	08/19/16 - 08/23/16
	Original Date / Rev:	08/19/16 / 08/23/16
	Order Type:	Political

WSFA

Primary AE:	Kerry Morrison
Sales Office:	WSFA
Sales Region:	Local

Agency	Name:	<u>Kalaful Productions</u>
	Buying Contact:	<u></u>
	Billing Contact:	<u></u>
		<u>PO Box 830024</u>
		<u>Tuskegee, AL 36083</u>

Billing Type:	Cash
Billing Calendar:	Calendar
Billing Cycle:	EOM
Agency Commission:	15%

Advertiser	Name:	POL/Haygood, Lawrence/Mayor
	Demographic:	A18+
	Product Codes:	PL555
	Priority:	P 4
	Revenue Codes:	Agency, Political, Pol-Candidate

New Business Thru:	08/19/17
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	
Unit Code:	General

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/01/16	08/31/16	27	\$3,495.00	\$2,970.75

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2016	27	\$3,495.00	\$2,970.75	0.00
<b>Totals</b>	<b>27</b>	<b>\$3,495.00</b>	<b>\$2,970.75</b>	<b>0.00</b>

### Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Kerry Morrison			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WSFA	08/22/16	08/23/16	Today in Alabama 5am	Comm	5-530a	MT-----	:30	2	\$100.00	P 4	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/22/16	08/28/16	MT-----		2			\$100.00			0.00			
N 2	WSFA	08/22/16	08/23/16	Today in Alabama 530a	Comm	528am-6am	MT-----	:30	2	\$110.00	P 4	0.00	NM	2	\$220.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/22/16	08/28/16	MT-----		2			\$110.00			0.00			
N 3	WSFA	08/22/16	08/23/16	Today In Alabama	Comm	6a-7a	MT-----	:30	4	\$200.00	P 4	0.00	NM	4	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/22/16	08/28/16	MT-----		4			\$200.00			0.00			
N 4	WSFA	08/19/16	08/22/16	WSFA 12 NEWS AT 4PM	Comm	M-F 4-430P	M---F--	:30	1	\$40.00	P 4	0.00	NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/15/16	08/21/16	----F--		1			\$40.00			0.00			
		Week: 08/22/16	08/28/16	M-----		1			\$40.00			0.00			
N 5	WSFA	08/19/16	08/22/16	WSFA 12 NEWS AT 430M	Comm	M-F 430-5P	M---F--	:30	1	\$40.00	P 4	0.00	NM	2	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
		Week: 08/15/16	08/21/16	----F--		1			\$40.00			0.00			
		Week: 08/22/16	08/28/16	M-----		1			\$40.00			0.00			
N 6	WSFA	08/19/16	08/22/16	WSFA 12 News at Five	Comm	5-530pm	M---F--	:30	1	\$185.00	P 4	0.00	NM	2	\$370.00

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Advertiser: POL/Haygood, Lawrence/Mayor  
 Product Desc: Aug 23 Mayoral Election  
 Estimate: WSFA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 6	WSFA	08/19/16	08/22/16	WSFA 12 News at Five Comm WSFA 12 News at Five	Comm	5-530pm	M---F--	:30	1	\$185.00	P 4	0.00	NM	2	\$370.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/16	08/21/16	----F--		1				\$185.00		0.00			
		Week: 08/22/16	08/28/16	M-----		1				\$185.00		0.00			
N 7	WSFA	08/19/16	08/22/16	WSFA 12 News at Six - Comm WSFA 12 News at Six - MF	Comm	6-630pm	M---F--	:30	1	\$350.00	P 4	0.00	NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/16	08/21/16	----F--		1				\$350.00		0.00			
		Week: 08/22/16	08/28/16	M-----		1				\$350.00		0.00			
N 8	WSFA	08/19/16	08/22/16	WSFA 12 News at Ten - Comm WSFA 12 News at Ten - MF	Comm	10-1035pm	M---F--	:30	1	\$300.00	P 4	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/16	08/21/16	----F--		1				\$300.00		0.00			
		Week: 08/22/16	08/28/16	M-----		1				\$300.00		0.00			
N 9	WSFA	08/22/16	08/23/16	Today in Alabama 430am Comm Today in Alabama 430am	Comm	430-5a	MT-----	:30	2	\$5.00	P 4	0.00	NM	2	\$10.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/22/16	08/28/16	MT-----		2				\$5.00		0.00			
N 10	WSFA	08/20/16	08/20/16	SYN 430-10a SA/SU Absolutely Alabama	Comm	530-6am	-----S-	:30	1	\$10.00	P 4	0.00	NM	3	\$265.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/16	08/21/16	-----S-		1				\$10.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WSFA	08/15/16-08/21/16	SYN 430-10a SA/SU		530-6am	-----Sa--	:30		(\$10.00)		0.00	NM		
		See MG 10.2,10.3,10.4													
	2	WSFA	08/23/16-08/23/16	WSFA 12 NEWS AT 4PM	M-F	4-430P	-T-----	:30		\$40.00		0.00	NM		
		Ⓜ MG for 12.1,11.1,10.1 [Did not get written on log]													
	3	WSFA	08/23/16-08/23/16	WSFA 12 NEWS AT 430PM	M-F	430-5P	-T-----	:30		\$40.00		0.00	NM		
		Ⓜ MG for 12.1,11.1,10.1 [Did not get written on log]													
	4	WSFA	08/23/16-08/23/16	WSFA 12 News at Five		5-530pm	-T-----	:30		\$185.00		0.00	NM		
		Ⓜ MG for 12.1,11.1,10.1 [Did not get written on log]													
N 11	WSFA	08/20/16	08/20/16	WSFA 12 News at Six - Comm WSFA 12 News at Six - Sat	Comm	Sa 6-7pm	-----S-	:30	1	\$80.00	P 4	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/16	08/21/16	-----S-		1				\$80.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WSFA	08/15/16-08/21/16	WSFA 12 News at Six - SAT		Sa 6-7pm	-----Sa--	:30		(\$80.00)		0.00	NM		
		See MG 10.2,10.3,10.4													
N 12	WSFA	08/20/16	08/20/16	WSFA 12 News at Ten - Comm WSFA 12 News at Ten - Sat	Comm	10-1030pm	-----S-	:30	1	\$175.00	P 4	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/16	08/21/16	-----S-		1				\$175.00		0.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
	1	WSFA	08/15/16-08/21/16	WSFA 12 News at Ten - Sat		10-1030pm	-----Sa--	:30		(\$175.00)		0.00	NM		
		See MG 10.2,10.3,10.4													
N 13	WSFA	08/21/16	08/21/16	WSFA 12 News @ 1030P WSFA 12 NEWS @ 1030P SU	Comm	1030-11P	-----S	:30	1	\$150.00	P 4	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/15/16	08/21/16	-----S		1				\$150.00		0.00			

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WSFA

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N 13	WSFA	08/21/16	08/21/16	WSFA 12 News @ 1030p WSFA 12 NEWS @ 1030P SU	Com	1030-11P	-----S	:30	1	\$150.00	P 4	0.00	NM	3	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	08/15/16	08/21/16	-----S		1			\$150.00	0.00					
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WSFA	08/15/16-08/21/16		WSFA 12 News @ 1030p - S		1030-11P	-----Su	:30		<del>(\$150.00)</del>		0.00	NM		
See MG 13.2, 13.3, 13.4 [PROGRAM CHANGE - NET OLYMPICS ALL NIGHT]															
2	WSFA	08/23/16-08/23/16		WSFA 12 News at Noon		12-1230pm	-T-----	:30		\$100.00		0.00	NM		
Ⓜ MG for 13.1 08/21 [program change]															
3	WSFA	08/23/16-08/23/16		ALABAMA LIVE 11AM		11-1130Am	-T-----	:30		\$30.00		0.00	NM		
Ⓜ MG for 13.1 08/21 [program change]															
4	WSFA	08/23/16-08/23/16		SYN M-F 130-2p		130-2p	-T-----	:30		\$20.00		0.00	NM		
Ⓜ MG for 13.1 08/21 [program change]															
N 14	WSFA	08/21/16	08/21/16	NET Olympic Morning W Olympics Morning WKen	Com	530-10am	-----S	:30	1	\$20.00	P 4	0.00	NM	1	\$20.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
	Week:	08/15/16	08/21/16	-----S		1			\$20.00	0.00					
													Totals	27	\$3,495.00